

1           1.     A method for debugging advertisement selection criteria used by an  
2 advertisement selection engine for placing an advertisement on a page, the method  
3 comprising the steps of:

4           displaying the advertisement on the page; and

5           displaying the selection criteria for the advertisement on the page.

1           2.     The method of claim 1 wherein the selection criteria is displayed on  
2 top of the advertisement.

1           3.     The method of claim 2 wherein the advertisement is comprised of a  
2 reduced contrast appearance.

1           4.     The method of claim 1 wherein the page is a World Wide Web page  
2 that is defined by hypertext mark-up language.

1           5.     The method of claim 1 and further including the step of transmitting, to  
2 a consumer, the page with the advertisement.

1           6.     The method of claim 1 wherein the selection criteria comprises a  
2 technology associated with the advertisement, a geographic area associated with the  
3 advertisement, and a sex of a consumer at which the advertisement is directed.

1           7.     The method of claim 1 and further including the step of displaying a  
2 weighting factor associated with each of the selection criteria.

1           8.     The method of claim 7 wherein the weighting factor is a range of  
2 numbers from 0 to 10 such that 0 indicates that particular selection criteria had no  
3 impact on the advertisement's selection and 10 indicates that particular selection  
4 criteria had a strong impact on the advertisement's selection.

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1           9.     The method of claim 7 wherein the weighting factor is a range of  
2 letters.

1           10.    A method for debugging advertisement selection criteria for placing an  
2 advertisement on a page comprising information content intended for a consumer, the  
3 method comprising the steps of:

4           determining which advertisements, of a plurality of advertisements in an  
5 advertising pool, fit available space on the page;

6           determining which advertisements, of the advertisements that fit available  
7 space on the page, are demographically correct;

8           selecting an advertisement from the demographically correct advertisements  
9 that has a highest value;

10          checking heuristics of the consumer;

11          determining if the advertisement has previously been transmitted to the  
12 consumer;

13          if the advertisement has not been previously transmitted to the consumer,  
14 determining if debugging of the advertisement is desired;

15          if the advertisement is not to be debugged, placing the advertisement on the  
16 page;

17          if the advertisement is to be debugged, displaying the advertisement selection  
18 criteria on the page with the advertisement; and

19          debugging the advertisement selection criteria.

1           11.    The method of claim 10 and further including the step of storing the  
2 plurality of advertisements in an advertising pool.

1           12.    The method of claim 10 and further including the steps of:  
2 placing the advertisement on the page after debugging the selection criteria;  
3 determining if there is advertising space still available; and  
4 if no advertising space is available, transmitting the page to the consumer.

1           13.    The method of claim 10 and further including the steps of:

2 if the advertisement has been previously transmitted to the consumer,  
3 determining a frequency of advertisement placement criteria for the advertisement;  
4 and  
5 if the frequency of advertisement placement criteria is not satisfied, selecting  
6 another advertisement having a next highest value.

1 14. The method of claim 10 wherein the advertisement selection criteria  
2 comprises a technology associated with the advertisement, a geographic area  
3 associated with the advertisement, and a sex of a consumer at which the advertisement  
4 is directed and each of the selection criteria comprises a weighting factor.

1 15. The method of claim 14 wherein the step of debugging the  
2 advertisement selection criteria comprises changing at least one advertisement  
3 selection criterion.

1 16. The method of claim 14 wherein the step of debugging the  
2 advertisement selection criteria comprises changing at least one weighting factor.

1 17. A system for debugging advertisement selection criteria for placing an  
2 advertisement on a page comprising information content intended for a consumer, the  
3 system comprising:

4 a processor that controls processes for debugging the advertisement selection  
5 criteria;

6 memory coupled to the processor, the memory storing advertisement selection  
7 criteria used by the processor;

8 storage media coupled to the processor, the storage media storing the page of  
9 information content, a plurality of advertisements, and a plurality of advertisement  
10 selection criteria associated with each advertisement; and

11 input/output apparatuses coupled to the processor, the input/output apparatuses  
12 comprising means for transmitting the page comprising the information content and the  
13 advertisement.

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1           18.    The system of claim 17 wherein the storage media comprises means  
2   for storing consumer profiles.

1           19.    The system of claim 17 wherein the input/output apparatuses comprise  
2   an Internet interface that couples the system to the Internet.

1           20.    The system of claim 17 wherein the storage media comprises a disk  
2   drive for storing the page of information content, the plurality of advertisements, and  
3   the plurality of advertisement selection criteria associated with each advertisement.

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